

# Quote

## THE WEEKLY DIGEST

Volume 18—Number 1

July 3-9, 1949

THE



In our righteous land, an old codger who swipes pennies from his grandchildren and spends them riotously is counted an Undesirable Person. But in Washington this wk, a revered relative of yours—Uncle Samuel—is up to some such trick. With the dawn of a new fiscal yr, it is our sad duty to forecast the ret'n of Deficit Financing—that being a fancy term for the practice of slipping the check to Little Eustice.

In Biblical lore, the waters of the Red Sea parted for the waiting Israelites. But Administration insiders, up to their eyeballs in a sea of Red Ink, find little prospect for a miracle of deliverance. To be sure, there's a lot of hoopla just now about an Economy Program. But nothing much will come of it, for the very good reason that when you trim a budget somebody, somewhere, gets less, and is quite likely to remember and record the fact, come Election Time. Besides, Gov't economy is complicated business. Last wk, an Indiana voter wrote his Congressman to cut costs. "Look," he said, "I'm economizing by using a postal card!" But this well-intentioned move reduced by 2¢ the revenue of the Post Office Dep't (current deficit: \$400 million!) Moreover, a pet plaint of the Dep't is the claim that it now costs Gov't approx 2¢ to make delivery of every penny postal!

MAY WE

*Quote*

YOU ON THAT?

EDWIN G NOURSE, Presidential Economic Adviser, commenting on current business recession: "We may take off some fat, but we shall not die and need not really suffer." 1-Q

Sen GUY GILLETTE, of Ia: "The American denazification program in Germany is a botch on the Rhine." 2-Q

Mrs GEORGIA NEESE CLARK, nominee for U S Treasurer: "All I know about the job is what I have read in the Congressional Directory. But sometimes you can do things which would scare you to death if you knew what you were getting into." 3-Q

PERRY L GREEN, pres, Ohio Farm Bureau Fed: "The farmers of America are in a position economically and politically to take this country the middle way, away from fascism and communism." 4-Q

NED CALMER, CBS news analyst: "Practically everywhere I went in a 33,000-mi trip around the world, there was violence of some kind going on." 5-Q

Sen MARGARET CHASE SMITH, of Me, replying to NBC commentator ROBT TROUT who, speculating on her political future, asked what she would do if she woke up some morning and found herself in the Exec mansion: "I think I'd go right to Mrs Truman, apologize, and go right home." 6-Q

Capt SERGEI TREGUBOV, of Soviet Information Division, lecturing in Berlin: "There are no words in the Russian language for 'concentration camps.' Therefore, there are no concentration camps in the Soviet Union." 7-Q

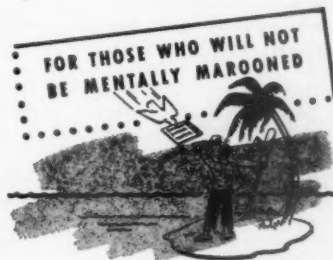
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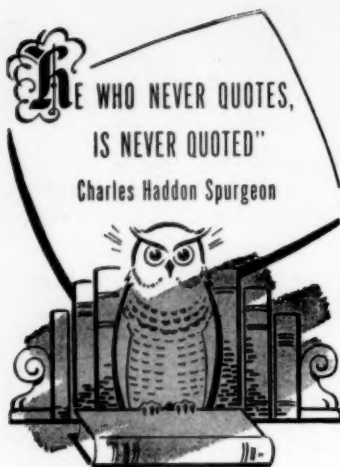
Pres HARRY S TRUMAN: "Most of us who are now responsible for the operation of the Gov't will be out of business and unheard of 10 yrs from now." 8-Q

Gen DWIGHT D EISENHOWER, pres of Columbia Univ: "I firmly believe that the army of persons who urge greater centralization of authority and greater dependence upon the fed'l treasury are really more dangerous to our form of gov't than any external threat that can possibly be arrayed against us." 9-Q

GRACE COOPER, of Albia, Ia, commenting on Pres TRUMAN's nomination of PERLE MESTA as Min to Luxembourg: "He's Mesta things up again!" 10-Q

ROBT M HUTCHINS, chancellor, Univ of Chicago: "We have forgotten the lessons of Goethe in the last few yrs. Now everything is science. The world is our oyster—and science is going to open that oyster for us." 11-Q





#### ANGER—Overcoming—1

To get 2 quarrelling soldiers really to know each other, an Army post comdr detailed them to wash a long row of barracks windows, one inside and the other outside, with strict instructions that both must work on the same window at the same time. They started with scowls. At the 10th window, grins started to appear. At the 20th they were laughing over the joke played on them. When the job was done, they shook hands heartily—and eventually became great friends.—P C YASINSKI, *Rotarian*.

#### ARGUMENT—2

People argue to win, not to clarify their thinking.—Enos Mag, hm, Enos Coal Mining Co.

#### BOOKS—3

"Books is f'r thim that can't inje thimselves in anny other way," he says. "If ye're in good health, an' ar-re atin' 3 squares a day, an' not ayether sad or very much in love with ye'er lot, but just lookin' on an' not carin' a rush, ye don't need books," he says. "But if ye're a down-spirited thing an' want to get away an'

can't, ye need books. 'Tis betther to be comfortable at home thin to go to th' circus, an' 'tis betther to go to the circus thin to r-read anny book. But 'tis betther to r-read a book thin to want to go to th' circus an' not to be able to." —FINLEY PETER DUNNE, *Mr Doolley, Literary Critic*. (Scribner)

#### CHILDREN—Guidance—4

At adolescence a tendency to withdraw, to confide less in his parents and share less with them, is normal; it marks the beginning of independent adult life. But if the habit of trust and confidence has been established, young people will come back after a time for help and guidance. As one girl said reluctantly to her mother, "I don't agree with you, but I'll do what you wish because I've found you are usually right."—W MASON MATHEWS & ESTHER MCGINNIS "Families Are Still Important," *Nat'l Parent-Teacher*, 6-'49.

#### CHURCH—Freedom—5

Nobody will say much to you today if you go to church, but the day may come when it will be a dangerous thing to do. When you go out of your house to go to church there may be spies watching and it may lead to imprisonment or even death.—Dr C A MARTIN, Bishop of Liverpool, *World Digest*. (London)

#### COMMUNISM—6

America is the only place where Communists can lie above ground. —PETE BAIRD, *Times-Picayune New Orleans States*.

#### CONVERSATION—7

Good conversation has become a languishing art in modern society because the rules have been changing over the yrs. It used to be like tennis, where you return the other fellow's shot, but now it is like golf, where each man goes on hitting his own ball.—SIDNEY J HARRIS, *Chicago Daily News*.

#### DISCRIMINATION—8

Among breeders of boxer dogs, the birth of a white puppy in an otherwise brown litter is a minor tragedy. One Denver breeder won't even give white pups away. He drowns them at birth, for fear that word will get around that one of his bitches has whelped a white pup.—MARK HARRIS, *Negro Digest*.

#### DRINK—Drinking—9

Alcoholics Anonymous is the club with the highest initiation fees ever charged by any club in the history of the world.—Dr GEO W HUGGARD of Yale Univ, *Internat'l Student*.

#### EUROPE—Postwar—10

Four yrs after the end of war, there are today in W Europe some 30 million hungry children and about 12 million persons with exceedingly bad housing, according to statistics compiled by British relief societies.

In France alone, war orphans total more than 250 thousand, and in Germany the figure is at least 10 times as large.—VICTOR P HASS, *Omaha World Herald*.

#### GARDENING—Satisfaction—11

"Vegetable gardeners may find a stimulus in the satisfaction of a Roman emperor who came to be a gardening fan," says Dr Victor R Boswell of the Dept of Agriculture in Washington.

Diocletian, who lived in the 3rd and 4th centuries, retired to his estate on the Dalmatian coast. A friend wrote, begging him to return and resume the gov't.

Diocletian repl'd: "Were you but to see the vegetables which I raise in my garden with my own hands, you would no longer talk to me of empire."—Capper's Wkly.

#### HOUSING—Progress—12

"Times do change," Ike Finn told the preacher after Sunday dinner. "My pap had a 4-room double log house that the neighbors built in 1 day at a log

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raisin'. It was paid for from the beginning and stood a pretty substantial bldg for 60 yrs. My boy tore it down and put up a house about the same size that took 6 mo's to build. It cost \$10,000 and the foundation and plaster are cracked, the doors sag, the winders stick, and he still owes \$7,000 on the Gov't loan."—*Pawnee Chief*.

#### Bedtime Story

So I turn to you all, and I turn to my countrymen and say: "Sleep quietly in your beds."—Lord FISHER, at the Lord Mayor's Banquet, 1907.

" "

And now I recommend you to go home and sleep quietly in your beds. — NEVILLE CHAMBERLAIN, after the Munich Agreement, 1938.

" "

The common people, who only want to live in peace, have been unable to follow their peaceful pursuits or to sleep peacefully in their beds.—ERNEST BEVIN, in Washington, 1949. —*World Digest*. (London) 13

#### HUMAN NATURE—14

That monks of Reading Abbey (England) doodled while reading religious mss 8 centuries ago has been disclosed at Oxford Univ. On the margins of *The Book of Sunday Homilies*, compiled at Reading Abbey in the 12th century, are notes in Latin and drawings in purple ink of girls wearing wimples (cloth coverings for the head and neck), monks with comical faces, and plump cupids.—*Reuter*.

#### INFORMATION—Dissemination—15

To attract the att'n of Central Europe, Britain broadcasts in 42 languages, Russia in 20, U S and Italy 14, Czechoslovakia, France and Yugoslavia in 13, Poland and Canada in 10, Bulgaria, in 9, Albania, Rumania and Turkey in 8, Greece in 7, Spain in 6.—*Manchester* (England) *Guardian*.

#### INTIMIDATION—16

An old Scottish highlander went to church one night and heard a sermon on the greatness and expansiveness of the universe. The preacher had a great deal to say about the tremendous distances between the various stars and planets and the gen'l immensity of

space. The old man was momentarily depressed by all he had heard, and as soon as the service was over he went out into the darkness and stood alone for quite a while looking up at the stars. A little later, as someone passed near him he heard the old man saying to himself, "I refuse to be astronomically intimidated." — EDW HUGHES PRUDEN, *Pulpit Digest*.

#### JUSTICE—17

The trials of various religious figures in Communist courts on charges of being "American spies" are similar to the story of an Italian brought into the court of an Irish justice who boasted of his hatred for Italians.

"Mike Costello," the justice said to him, "you are in my court charged with fighting. If you plead guilty, which you are, and which you know you are, you can expect the leniency of the court; but if you plead not guilty, which you are not, and which you know you are not, and which the court will find you are not, then you will catch the devil. Which way do you plead?"—F FISHER.

#### LIFE—Creed—18

To live and let live, without clamor for distinction or recognition; to wait on divine Love; to write truth 1st on the tablet of one's own heart—this is the sanity and perfection of living, and my human ideal.—MARY BAKER EDDY, *Message to the Mother Church* for 1902.

#### LOVE—19

Making love is like making pie. All you need is some crust and a lot of apple sauce.—*Atlanta Two Bells*, hm, Ga Power Co.

#### MOTION PICTURES—20

Analysis, reported by Taylor Mills of Motion Pictures Ass'n, reveals that approx 1/2 of the total U S newsreel coverage during '49 was devoted to for'gn news, including UN activities.—*Film News*.

#### MUSIC—21

Musicians in Vienna, traditional home of the waltz and the lilting violin, may now tune their instruments simply by dialing a certain number on their telephones. The basic musical "A" will be transmitted from the Vienna Bureau of Weights & Measures.—*Current History*.

#### OPTIMISM—22

Bullish Note for Dreamers of Peace: The Canadian gov't has authorized moth proofing for all armed forces' uniform fabrics.—JAS S TYLER, *Adv Agency*.

#### ORIGIN: Chicanery—23

Chicanery is said to be derived from *chicane*, a game much like golf that was once popular in Provence. The sport was characterized by so much bickering, jockeying for advantage, and petty dishonesty, that the application of its name to similar legal and political shady maneuvering was almost inevitable.—LOUIS J HERMAN *American Mercury*.



More than half a century before the 1st Puritan set foot on Plymouth Rock, there died in Geneva a frail little man who had scarcely heard the name "America." Yet the moral fervor and philosophy of this man inspired the voyage of the *Mayflower*. Says the historian Ranke: "John Calvin" was virtually the founder of America." And Richard Bancroft adds: "He that will not honor the memory and respect the influence of Calvin knows but little of the origin of American independence."

Is there a moral or social problem that plagues our present hr? John Calvin (born at Noyon, France 440 yrs ago this mo) saw and preached upon it. Socialism? Communistic tendencies amongst the Spiritual Libertines led to this denunciation: "They are saying it is the communion of saints for no one to possess anything of his own, but for each to take whatever he can . . . These fanatics come to overthrow all order, wishing to abolish all distinctions of goods, making the world like a forest of brigands . . . There are so many witnesses in Scripture to rebuke this villainous confusion, that if we were to recite them all there would be no end."



#### "Chloroform at 69"

This now marks the 100th anniversary of the birth of Sir Wm Osler,\* Canadian physician author and teacher.

In an address at Johns Hopkins Univ in 1905, he aroused a storm of public indignation by declaring 40 almost the terminus to the age of human usefulness and that it might be well to chloroform men over 60. Age had little effect on his own activities, for in his late 60's, he presided over the medical dept of the British forces in World War I. He died in 1919.

HARVEY CUSHING, in *Life of Sir Wm Osler* (Oxford), gives the text of the controversial address, from which these excerpts come:

Take the sum of human achievement in action, in science, in art, in literature—subtract the work of the men above 40, and while we should miss great treasures, even priceless treasures, we would practically be where we are today . . . The effective, moving, vitalizing work of the world is done between the ages of 25 and 40 . . . My 2nd fixed idea is the uselessness of men above 60 yrs of age, and the incalculable benefit it would be in commercial, political, and in professional life if men stopped work at this age . . .

In that charming novel, *The Fixed Period*, (by) Anthony Trollope, . . . the plot hinges upon the admirable scheme of a college into which, at 60, men retired for a yr of contemplation before a peaceful departure by chloroform. That incalculable benefits might follow such a scheme is apparent to anyone who, like myself, is nearing the limit, and who has made a careful study of the calamities which may befall men during the 7th and 8th decades.

#### PERSISTENCE—24

When John Wanamaker\* was asked what he considered the primary factor of adv success, he repl'd: "There are three: The 1st is persistence; the 2nd persistence; and the 3rd persistence."—*Adv's Digest*.

#### PROPAGANDA—25

Current "funny" cartoon in Red Army paper in Germany: First box—hog-fat Yank civilian sits with his feet resting on a chair. Second box—hog-fat Yank GI sits with his feet on the back of a tired German who is on all fours. Caption: "American at home and abroad."—*Chicago Daily News*.

#### PSYCHOLOGY—26

When the Bastille\* fell, a certain abbe went to the powder vault and began doling out the ammunition. A citizen, filled with his new independence and too much drink, insisted upon sitting on a powder barrel as he puffed his pipe. No warnings had any effect on this sturdy upholder of individual rights. Finally, the good abbe bought the pipe for 3 francs and solved the problem. Had the cleric used force, he would have been killed by the mob, which seldom realizes that someone has to guard and preserve order.—W P TUTTLE, *Canada's Business*.

#### PUNISHMENT—27

A young woman stole 3 prs of silk stockings from a N Y warehouse. Instead of a prison term she was sentenced to wear long black wool stockings for a yr and report with them to the police on alternate days. — *Der Spiegel*, Germany. (QUOTE translation)

#### RADIO—28

The tendency is against any (radio) show that takes creative brains or genuine talent . . . There must be an immediate Hooperating or the sponsor will lose interest and the easiest way to get a Hooper is to give something away, preferably an elephant with rubies in its tusks.

"Fibber McGee and Molly couldn't get started today," one wise and embittered entertainer said the other day. "They'd be dropped after 13 wks." — JOHN CROSBY, *N Y Herald Tribune Syndicate*.

#### RUSSIA—29

On its sports page *Izvestia* announces that a girl has just beaten the world's record over 1,000 metres in a little town near the frontier of Russia. *Izvestia* does not tell us which way the young sportswoman was running.—*Images du Monde*. (Paris)

#### SEXES—30

Twice as many men fail their driver's examinations as women (in Colorado). During the 1st 5 mo's of the yr, 12.3% of the men applicants failed with their tests, compared with 6.2% for the women.—*Denver Post*.

#### SIN—31

Sins do not become virtues by being widely practiced. Right is still right if nobody is right, and wrong is wrong if everybody is wrong. Some have contended that sex aberrations are as common as the common cold, but nobody has so far asked us to consider the cold normal and desirable.—Msgr FULTON J SHEEN, *Peace of Soul*. (Whittlesey)

#### SKILL—32

The craftsman's day has not departed New England. New shop employes in a Norwich, Conn, plant are invariably stumped when somebody hands them an order, without attached blueprints or

Recently, *Echo*, a French mag, asked its readers for definitions of a capitalist. Some of the replies are as follows:

A doctor in Rome, Italy: "A man who works 14 hrs a day in order to be able to sleep in his clothes for an hr each evening in the theater."

From Lille, France: "An element in society whose presence causes a malady and whose absence causes an incurable disease."

From Paris, France: "Capitalism is to a nation what blood is to the human body."

From Athens, Greece: "A capitalist is like a fire. The more it consumes, the greater its hunger; and they have another point in common: wherever they are, life changes into cinders." (QUOTE translation) 33



specifications but bearing the scrawled initials "ICH." Then one of the old hands points out that the foreman's name is Charlie, and that the cryptic capitals stand for "In Charlie's Head." — CHAS GILBERT, *Milwaukee Jnl.*

#### SOCIETY—Rank—34

In medieval days freshness of bread indicated social standing. Freshly baked bread for royalty, 1 day old for nobility, 2 day old for gentry, 3 day old for scholars, 4 day old for peasants.—*Richland (Ind) Press.*

#### SPEECH—Speaking—35

The 1st thing to learn about driving an auto is how to stop. The same applies to making a speech.—*Labor.*

#### SUPERSTITION—36

Perhaps the most superstitious person in show business is Jack Pearl. He believes that if someone touches him on the ear, he must touch said person's ear before he can play a show. One night a practical joker touched the Pearl lobe just before curtain time and Pearl chased him for blocks to return the touch. He would not go on the stage until he did, and almost missed the curtain.—DICK HYMAN, *Of All Fool Things.* (Duell, Sloan & Pearce)

#### TELEVISION—37

Gen'l Electric claims that the 1st public demonstration of television was made in the home of its engineer, Dr E E W Alexanderson in Jan '28.—*Etude.*

#### TEMPTATION—38

An old river-boat capt was approached by a smuggler during the war between the States. The unscrupulous trader wanted the capt to carry some contraband up the river for him . . . "I'll give you \$250," said the smuggler.

The capt hesitated before saying no. The smuggler offered \$500, and then \$1000 but still the capt refused.

"I'll give you \$1,500," said the smuggler.

The Capt drew a revolver from his pocket and shouted: "Get off my boat! You're gettin' too close to my price." — GILBERT LYNNE, "Making Right Decisions," *Good Business*, 7-49.

#### TRANQUILITY—39

When Thoreau,\* the naturalist, was close to death, he was visited by a very pious aunt who asked: "Henry, have you made your peace with God?"

"I didn't know," was Thoreau's reply, "that we had ever quarreled."—*Ladies' Home Jnl.*

#### TRIBUTE—40

Gen John J Pershing\* never apologized for being a strict soldier. In the life and death business of war he took no heedless chances and he won victories. He attended to the big and little details of his profession and made and broke gen's as firmly as he persisted in clean boots and buttoned blouses on parade. At his funeral his friend Gen John F O'Ryan wore the old stiff collar uniform. "I think," O'Ryan told me, "he would have liked it."—Brig Gen D JOHN MARKEY, *American Legion Mag.*

#### UNITED NATIONS—41

A South American delegate, speaking before one of the UN commissions at Lake Success last wk, several times said "the U S," when he meant to say "the UN." Finally he apologized for his slips. The Russian delegate said: "Perfectly all right; we all know it's the same thing."—*N Y Times.*

#### VETERANS—GI Bill—42

Of 1,900,000 vets enrolled in schools under the GI bill of rights, nearly 300,000 are taking farm courses. Business courses rank 2nd, with engineering 3rd.—*Minneapolis Tribune.*

#### WORLD—Opinion—43

I'm depressed about the world. Too many people seem to be looking for a good time before the atomic bomb gets them. It's a depressing world, led by a lot of small men. Most of the great men have died.—Dr CYRIL E M JOAD, of the Univ of London, quoted by CECIL NORTHCOTT, in "A Scientist Discovers Religion," *Christian Herald*, 6-49.

#### YOUTH—Europe—44

At Delmenhorst near Bremen, a "Youth City" is being planned for approx 3,000 children, modeled

after the American "Boys' Town."  
—Christ und Welt, Germany.  
(QUOTE translation)



#### July 10

- 1500—b John Calvin, French-Swiss religious reformer, scholar
- 1723—b Sir Wm Blackstone, English jurist
- 1834—b Jas Whistler, American artist
- 1867—b Finley Peter Dunne, American humorist
- 1890—Wyo admitted to Union
- 1943—American troops landed in Sicily

#### July 11

- 1274—b Rob't Bruce, King of Scotland
- 1767—b John Quincy Adams, 6th U S Pres
- 1838—b John Wanamaker, American merchant
- 1937—d Geo Gershwin, American composer

#### July 13

- 102 B C—b Caius Julius Caesar, Roman gen'l, ruler
- 1730—b Josiah Wedgwood, English potter
- 1804—d Alexander Hamilton, American statesman, after duel with Aaron Burr
- 1817—b Henry David Thoreau, American author, naturalist
- 1849—b Sir Wm Osler, Canadian physician
- 1851—d Louis Daguerre, French printer, physicist, inventor of 1st practical photography: "daguerreotype"
- 1854—b Geo Eastman, American pioneer in photographic industry
- 1888—b Toyohiko Kagawa, Japanese religious leader, social worker
- 1892—d Cyrus W Field, American merchant, projector of Atlantic cable

#### July 13

- 1821—b Nathan B Forrest, Confederate cavalry gen'l, Civil War
- 1859—b Sidney Webb, British economist, statesman
- 1863—b Mary Emma Woolley, American educator

#### July 14

- 1602—b Jules, Cardinal Mazarin, French churchman, statesman
- 1789—b Bastille Day, France
- 1816—d Francisco de Miranda, S American soldier, revolutionist

#### July 15

- 1099—Army of 1st Crusade captured Jerusalem
- 1573—b Inigo Jones, English architect
- 1606—b Rembrandt van Rijn, Dutch artist
- 1948—d John J Pershing, American gen'l, Comdr-in-Chief AEF, '17-'19

#### July 16

- 1861—b Pierre Le Moynes, French-Canadian explorer, colonizer of La
- 1723—b Sir Joshua Reynolds, English artist
- 1790—District of Columbia established
- 1796—b Jean B Corot, French artist
- 1821—b Mary Baker Eddy, American religious leader, founder of Christian Science church
- 1827—d Josiah Spode, English potter
- 1872—b Røald Amundsen, Norwegian explorer, discoverer of S Pole in 1911
- 1877—b Bela Schick, Hungarian-born American bacteriologist, discoverer of Schick test for immunity to diphtheria in 1913

\*Relevant mat'l in current issue. See items thus marked.



tell Mrs Adams to send a suit of clothes to the Pres." As an afterthought, he added, "I'll wait here for you."—DON SMITH, *Peculiarities of the Presidents*. (Wilkinson) g

At a large meeting, a young guest minister sat on the platform from which he was about to speak and he spotted a very pretty girl in the front row. He turned to another minister sitting beside him and, shielding his mouth, inquired, "Who's the ravishing blonde in the very front row?"

Imagine his consternation when he heard those very words of his booming out of the loudspeakers.—GORDON GAMMACK, *Des Moines Register*. h

The only trouble with being able to read women like a book is that you're liable to forget your place.—Widow.

#### King Geo

Some close friends of Geo Gershwin\* tried to convey to his father that the *Rhapsody in Blue* was a masterpiece. "Of course it's great music," said Papa with assurance. "Doesn't it take 15 min's to perform?"—DAVID EWEN, *Listen to the Mocking Words*. (Arco)

Once, when Geo was particularly generous with a long performance of his own music for friends, accompanying it with an elaborate commentary on his career, his experiences, his hopes and ideals, Oscar Levant asked him acidly: "Tell me, Geo, if you had to do it all over again, would you still fall in love with yourself?"—OSCAR LEVANT, *A Smattering of Ignorance*. (Doubleday) i

QUOTA: A Latin word meaning "Boy! How surprised we'll all be if we get anything like that much."—Australasian Mfr.

Late for Sunday school, a small boy stood up before the class to explain the reason for his tardiness. "I tried to go fishing," he said, "but Daddy wouldn't let me."

"You're lucky to have a father like that," repl'd the Sunday school teacher. "Did he tell you why you shouldn't go fishing this morning?"

"Yes, ma'am," whined the lad. "He said he was sorry but that there wasn't enough bait for both of us!"—HENRY A COURTNEY, *Country Gentleman*. j

When it comes to briefing her husband, the average wife is seldom brief.—CAREY WILLIAMS, Publishers Syndicate.

The beautiful blonde behind the glove counter was idly polishing her nails, when a mildly distraught man rushed up to her and exclaimed: "I have lost my wife in this shop. Do you mind if I converse with you a little while?"

"For goodness sake!" the girl repl'd. "What good will that do?"

"Just wait and see," the man pleaded. "She is sure to turn up if I am talking to a pretty girl!"

She found him in 3 min's!—*Wall St Jnl*. k

Slowly the hand of the clock crept around to the hr, and at the 1st chime the movement started its slow way to the scaffold. Dick Benson had just eaten a hearty meal, and his face showed no trace of fear. Upon arrival at the scaffold, everything was placed in position and the rope adjusted. With a last look at his watch, Dick picked up his paint brush and went back to work.—*Watchman-Examiner*. l

Women are always falling from a game of bridge into a stream of conversation. — ROB BRASFIELD, *Minneapolis Tribune*.

A resort-hotel threesome, looking for a 4th for bridge, turned to a little old lady knitting quietly on the veranda. "Oh, but I don't play really well," she protested. "Never mind," they overrode her. "We aren't experts either." On the 1st hand, there were 3 passes to the little old lady. She studied her hand, then in a bright voice announced her bid: "Two clovers."—*This Wk*. m



AVIATION: For businessman using aviation terms in correspondence, *Most-Used Aviation Terms*, published recently by Aero Printers, Inc, contains 1000 terms and definitions, with the Gregg Short-hand equivalents. (*Financial World*)

GARDENING—Equipment: Multi-purpose gun attaches to ordinary garden hose and may be used for dispensing of liquid or powder detergents, fertilizers, insecticides and weed-controls. Touch of thumb instantly converts detergents into bubbling suds; release of thumb stops sudsing process, permits clear water to flow. (*Horizons*, syndicated by Cambridge Assoc's, Boston)

INSECTICIDES: Colorless coating appl'd to windows and walls kills flies and mosquitoes. Not a spray, it's said to be odorless, stainless, harmless to children and pets; stays effective for mo's. (*American Mag*)

SPORTING GOODS: Ordinary rowboats can now be equipped with a pedal-driven propeller for "no-hands" operation. (*GM Folks*, hm, Gen'l Motors)

VENTILATING: Designed by a Polish engineer and mfr'd in London, small pocket electric fan furnishes cooling breezes on hot days. Powered by self-contained flashlight battery. (*Philadelphia Inquirer*)

WEARING APPAREL: Plastic coating protects stockings against runs and snags. Painted on stockings, it gives greater elasticity and resilience; does not wash out. Company claims it has no effect on either color or sheerness. Tele-Cide Chemical Corp'n, Brooklyn, N Y. (*Newsweek*)



# MINING

## THE MAGAZINES



### Don't Fancy Up Your Writing— Changing Times, 6-'49.

There is a trend toward simple writing. Leading mags and newspapers found a long time ago that simple writing pays in popularity and circulation figures. Many businessmen, realizing that simple writing will serve their ends better, too, are striving for simplicity in reports to stockholders and in promotion and adv matter. They are even trying to make office memoranda intelligible at a glance.

For instance, you notice the janitor has repeatedly failed to wash your office windows. Finally you may say: "Hey, get up there to my office and wash those windows." That is the direct approach and the understandable statement.

But if you wrote a memo on the subject, it might run like: "You have been grossly neglecting your responsibilities in my office. The illumination is bad enough at best, and, coupled with your chronic oversight in looking after my windows, I can hardly see to read." To move the janitor is one thing; to bewilder him is another. And to move your assoc's, patrons and buyers rather than to bewilder them is an even more important thing.

In Columbus, O, a former newspaperman turned writing expert saw the universal foggy writing and has made a thriving business of correcting it. Rob't P Gunning, of Rob't Gunning (readability) Assoc. . . . has found that 90% of the required reading for employees, from salesmen's letters to company rule books, is college reading level or above. "Such mat'l is largely wasted," Gunning declares. "People toss it aside or misunderstand it when they do read it . . ."

Gunning believes anything can be written to the easy reading level of the average man. He warns against long sentences; thinks big words should be made to carry their weight and that verbs are very important . . .

Gunning has shown ways of dispelling the writing fog. Here are samples: "Kindly advise me if your information gives confirmation to the conclusion I have herein outlined." Gunning would write: "Tell me if you think I'm right."

"Proper procedure for the administration of your nasal medication." Much better would be, "How to use your nose drops."

When clear writing becomes a habit with everyone, it will be possible to write off that old excuse, "I didn't know what you meant."



### Gloomy World of Tomorrow

Somehow the dream (of the Brave New World of the future) has faded . . . The 1st shock came with the atom bomb and its promise of summary destruction. Next the conservationists and the Neo-Malthusians began telling us we were using up our resources faster than we could replace them . . .

Prof Eugene Rochow, of Harvard Univ, in an address before the American Chemical Society recently . . . made it plain we had to change our ways if we wanted to stay alive and reasonably prosperous and that, in the process, we would have to sacrifice some things near and dear. Hot dogs, for instance, and ice-cream . . . Geo-chemistry is his word for the science of making the best possible use for humanity of the chemicals that remain in the soil, the sea and the air . . .

Prof Rochow believes we will have to change from our customary diet to another kind, more plentiful and more dependable. We should use trees for food instead of structural purposes . . . By then humanity will have become so economically-minded it will use wood products for a double purpose. It is suggested the citizen of the future will give an order such as this at the store: "I want half a doz shirts, vanilla flavor."

The reason: He will eat his shirt when he is finished wearing it because it will be made from edible mat'l . . .

Prof Rochow foresees an eventual American census of 1 billion in a world of 15 billion. And that number, he says, will be able to survive in health and well being in a system where food comes from tree and vegetable growths exclusively; power from atomic or electrical energy, shelter from rocks and earth and clothing from wood.—THOS B SHERMAN, *St Louis Post-Dispatch*.



